

### REMARKS

This responds to the Office Action dated December 18, 2007.

Claims 8 to 26 are amended; as a result, claims 8 to 26 are now pending in this application.

#### §103 Rejection of the Claims

Claims 8 to 26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wistendahl et al. (U.S. Patent No. 5,708,845) in view of Lonnroth et al. (U.S. Patent No. 6,826,597) and Bartok (U.S. Patent No. 5,737,553).

Applicants have amended the claims to clarify patentable aspects of the present disclosure over the cited references. Specifically, amended claims independent claims 8 and 13 specify:

creating at least one hot spot template in an externally referenced document, said hot spot template defines at least one attribute for hot spots, said attributes assignable to hot spots comprising  
a visual attribute, said visual attribute defining how an associated hot spot appears when displayed, and  
a mouseOver attribute, said mouseOver attribute defining a hot spot behavior when a cursor is position over said associated hot spot;

Support for an externally referenced document can be found in the paragraph starting at line 28 of page 14 in the originally filed written specification. Support for a visual attribute can be found at lines 16 to 19 of page 11 and in many other locations of the originally filed written specification. Support for a mouseOver attribute can found at lines 28 to 30 of page 8, on lines 15 to 18 of page 9, and on lines 13 to 19 of page 11.

By using an externally referenced document, the system of the claimed invention can modify the look & feel of the hot spots by simply changing the template hot spot definition within that externally referenced document. Note that every hot spot the references the externally referenced document will have its appearance and behavior changed when changes are made to the externally referenced document such that the look and feel of the hot spots in an entire produced segment can easily be changed. The cited references Wistendahl, Lonnroth, and Bartok and any combination there of will not produce a system that uses externally referenced documents to define hot spot templates.

Furthermore, the attributes assignable to hot spots have been further defined in the amended independent claims 8 and 13. Specifically, a visual attribute defining how an associated hot spot appears when displayed and a mouseOver attribute defining a hot spot behavior when a cursor is position over said associated hot spot are specified in amended independent claims 8 and 13. The cited references Wistendahl, Lonnroth, and Bartok and any combination thereof do not disclose a system that defines such hot spot visual attributes and mouseOver attributes.

Of the references cited by the Examiner, the reference that is the closest to disclosing the defined hotspot template system is the Bartok reference. The Bartok reference discloses a color map system for mapping pixel position and color index to executable functions. However, the system of the Bartok reference operates by using a binding table 100, not an externally referenced document as specified in amended independent claims 8 and 13. Specifically, **Figure 4** of the Bartok reference discloses a mapping of pixels located in hot spots to a binding table 100 that contains color codes and functional objects. In the text of the Bartok reference from line 66 of column 7 to line 27 of column 8, three different embodiments of binding table 100 or 102 are disclosed, however all three embodiments store the binding table within the memory system 26, not in an externally referenced document as claimed in amended independent claims 8 and 13. Furthermore, the Bartok reference discloses a color map system that might be considered a visual attribute but there is no attribute in the Bartok reference (nor any of the other cited references) as to a mouseOver attribute that defines the behavior of a hot spot when a cursor is placed on top of the hot spot.

Since none of the cited references nor any combination thereof discloses a hot spot template defined in an externally referenced document nor a mouseOver attribute for a hotspot, none of the cited references nor any combination anticipate or teach toward the present invention as claimed in amended independent claims 8 and 13. Thus, amended independent claims 8 and 13 are allowable over the cited references. Similarly, the remaining dependent claims that include all the limitations of amended independent claims 8 and 13 are likewise allowable.

*Reservation of Rights*

In the interest of clarity and brevity, Applicant may not have equally addressed every assertion made in the Office Action, however, this does not constitute any admission or acquiescence. Applicant reserves all rights not exercised in connection with this response, such as the right to challenge or rebut any tacit or explicit characterization of any reference or of any of the present claims, the right to challenge or rebut any asserted factual or legal basis of any of the rejections, the right to swear behind any cited reference such as provided under 37 C.F.R. § 1.131 or otherwise, or the right to assert co-ownership of any cited reference. Applicant does not admit that any of the cited references or any other references of record are relevant to the present claims, or that they constitute prior art. To the extent that any rejection or assertion is based upon the Examiner's personal knowledge, rather than any objective evidence of record as manifested by a cited prior art reference, Applicant timely objects to such reliance on Official Notice, and reserves all rights to request that the Examiner provide a reference or affidavit in support of such assertion, as required by MPEP § 2144.03. Applicant reserves all rights to pursue any cancelled claims in a subsequent patent application claiming the benefit of priority of the present patent application, and to request rejoinder of any withdrawn claim, as required by MPEP § 821.04.

CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's attorney at 408-278-4058 to facilitate prosecution of this application.

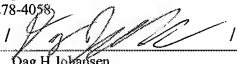
If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

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Date 4/9/2008

By

  
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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 10 day of April 2008.

Name

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Signature

